



# United States Mint Jumps Into the Fast Lane

May 17, 2002

---

## *Agency Announces Licensing Agreement and Participation in Cadillac Grand Prix Auto Race*

---

WASHINGTON — The United States Mint today announced that the Golden Dollar will be the “Official Coin” of the Cadillac Grand Prix auto race, which will be held on the grounds of Robert F. Kennedy Stadium in Washington, D.C., from July 19 to 21. Four sanctioning bodies will participate in this first major auto-racing event in the D.C. metropolitan area in more than 80 years. The Parade Car will feature the Golden Dollar, and Golden Dollars will be distributed through concessionaires. Golden Dollars also will be dispensed at a number of racetracks across the country in 2002.

The United States Mint has entered into an agreement with The Source International (TSI), a motor sports marketing and licensing company and corporate partner for the Cadillac Grand Prix.

TSI will develop marketing programs that feature the Golden Dollar and the 50 State Quarters coin designs on NASCAR racing cars. The Agreement, signed on February 26, 2002, also allows TSI to use coin designs on die-cast replicas of these cars, and to market and sell the collectibles to the public. The United States Mint will receive royalty payments from the sale of this licensed merchandise. The term of the Agreement is through the end of the 50 State Quarters Program, which is currently set to run through 2008.

“This is truly an all-American agreement, which assures the Golden Dollar and the 50 State Quarters high visibility with devotees of two of America’s most popular pastimes,” said United States Mint Director Henrietta Holsman Fore. “This means sustained awareness before a combined audience of more than 139 million Americans collecting the state quarters and more than 72 million NASCAR fans nationwide.”

For more information on the race and other events please visit [www.CadillacGrandPrix.com](http://www.CadillacGrandPrix.com) Tickets are available through Ticketmaster at (202) 432-SEAT or at [www.ticketmaster.com](http://www.ticketmaster.com).

### ADDITIONAL RESOURCES:

- For information about the United States Mint, please visit [/about/about](#).
- To subscribe to United States Mint electronic product notifications, news releases, and public statements, visit <https://catalog.usmint.gov/email-signup>.
- Sign up for [RSS Feeds](#) from the United States Mint and follow us on [Facebook](#), [Twitter](#), and [Pinterest](#).

# # #

*United States Mint – Connecting America through Coins*

---

### Contact

Press Inquiries: Office of Corporate Communications (202) 354-7222

Customer Service Information: (800) USA MINT (872-6468)

Tags: [Director](#) [Media](#) [Press Release](#) [Public](#) [State and Territory Quarters](#)

**1-800-USA-MINT**

---

SIGN UP FOR EMAIL UPDATES AND TEXT MESSAGE ALERTS ABOUT PRODUCTS

EMAIL ADDRESS

Subscribe

EMAIL ADDRESS

Subscribe

+1 ### ###

Sign Up

[Privacy Policy](#) [Terms of Use](#) [Accessibility](#) [Plug-Ins](#) [Site Map](#)

© 2019 United States Mint All Rights Reserved.